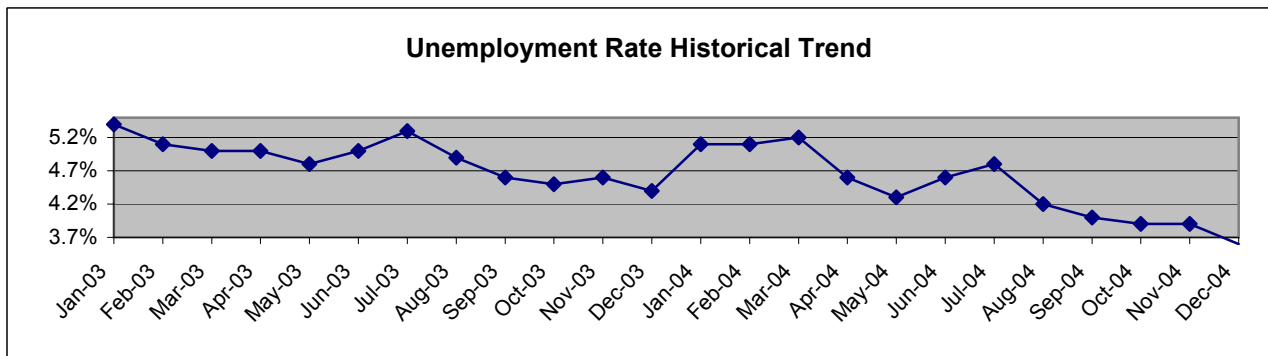


IMMEDIATE RELEASE
 SANTA ROSA METROPOLITAN STATISTICAL AREA (MSA)
 (Sonoma County)

The unemployment rate in Sonoma County was 3.6 percent in December 2004, down from a revised 3.9 percent in November 2004, and below the year-ago estimate of 4.4 percent. This compares with an unadjusted unemployment rate of 5.4 percent for California and 5.1 percent for the nation during the same period.



| Industry | Month to month changes | | | | Year to year changes | | |
|-------------------------------------|------------------------|----------|--------|--|----------------------|----------|--------|
| | Nov-2004 | Dec-2004 | Change | | Dec-2003 | Dec-2004 | Change |
| Total Jobs | 187,300 | 186,600 | (700) | | 184,400 | 186,600 | 2,200 |
| Farm Jobs | 4,600 | 4,400 | (200) | | 4,600 | 4,400 | (200) |
| Nonfarm Jobs | 182,700 | 182,200 | (500) | | 179,800 | 182,200 | 2,400 |
| Natural Resources and Mining | 200 | 200 | 0 | | 300 | 200 | (100) |
| Construction | 13,300 | 13,000 | (300) | | 12,700 | 13,000 | 300 |
| Manufacturing | 24,200 | 24,000 | (200) | | 23,900 | 24,000 | 100 |
| Trade, Transportation and Utilities | 35,000 | 35,400 | 400 | | 34,800 | 35,400 | 600 |
| Information | 3,900 | 3,900 | 0 | | 3,800 | 3,900 | 100 |
| Financial Activities | 10,100 | 10,100 | 0 | | 10,200 | 10,100 | (100) |
| Professional and Business Services | 19,600 | 19,600 | 0 | | 19,300 | 19,600 | 300 |
| Educational and Health Services | 22,900 | 22,800 | (100) | | 22,500 | 22,800 | 300 |
| Leisure and Hospitality | 19,700 | 19,700 | 0 | | 19,400 | 19,700 | 300 |
| Other Services | 6,100 | 6,100 | 0 | | 6,200 | 6,100 | (100) |
| Government | 27,700 | 27,400 | (300) | | 26,700 | 27,400 | 700 |

Notes: Data not adjusted for seasonality

Data may not add due to rounding

Additional data are available on-line at www.labormarketinfo.edd.ca.gov

Santa Rosa MSA
Sonoma County
Industry Employment & Labor Force
March 2003 Benchmark

Data Not Adjusted for Seasonality

| | Dec 03 | Oct 04 | Nov 04 Revised | Dec 04 Prelim. | Percent Change Month Year | |
|----------------------------|---------|---------|-------------------|-------------------|------------------------------|--------|
| Civilian Labor Force (1) | 255,900 | 267,400 | 262,200 | 259,700 | -1.0% | 1.5% |
| Civilian Employment | 244,600 | 257,000 | 252,000 | 250,300 | -0.7% | 2.3% |
| Civilian Unemployment | 11,300 | 10,300 | 10,200 | 9,400 | -7.8% | -16.8% |
| Civilian Unemployment Rate | 4.4% | 3.9% | 3.9% | 3.6% | | |
| (CA Unemployment Rate) | 6.2% | 5.7% | 5.7% | 5.4% | | |
| (U.S. Unemployment Rate) | 5.4% | 5.1% | 5.2% | 5.1% | | |

| | | | | | | |
|---|---------|---------|---------|---------|-------|--------|
| Total, All Industries (2) | 184,400 | 189,000 | 187,300 | 186,600 | -0.4% | 1.2% |
| Total Farm | 4,600 | 6,100 | 4,600 | 4,400 | -4.3% | -4.3% |
| Total Nonfarm | 179,800 | 182,900 | 182,700 | 182,200 | -0.3% | 1.3% |
| Total Private | 153,100 | 155,600 | 155,000 | 154,800 | -0.1% | 1.1% |
| Goods Producing | 36,900 | 38,500 | 37,700 | 37,200 | -1.3% | 0.8% |
| Natural Resources and Mining | 300 | 200 | 200 | 200 | 0.0% | -33.3% |
| Construction | 12,700 | 13,400 | 13,300 | 13,000 | -2.3% | 2.4% |
| Residual-Building, Develop & Gen Cont & Hvy C | 5,000 | 5,000 | 5,000 | 4,900 | -2.0% | -2.0% |
| Specialty Trade Contractors | 7,700 | 8,400 | 8,300 | 8,100 | -2.4% | 5.2% |
| Manufacturing | 23,900 | 24,900 | 24,200 | 24,000 | -0.8% | 0.4% |
| Durable Goods | 12,600 | 12,700 | 12,500 | 12,500 | 0.0% | -0.8% |
| Computer and Electronic Product Manufacturing | 4,400 | 4,200 | 4,100 | 4,100 | 0.0% | -6.8% |
| Residual-Computer and Peripheral Equipment | 1,500 | 1,500 | 1,500 | 1,500 | 0.0% | 0.0% |
| Electronic Instrument Manufacturing | 2,900 | 2,700 | 2,600 | 2,600 | 0.0% | -10.3% |
| Residual-Miscellaneous Manufacturing | 8,200 | 8,500 | 8,400 | 8,400 | 0.0% | 2.4% |
| Nondurable Goods | 11,300 | 12,200 | 11,700 | 11,500 | -1.7% | 1.8% |
| Food Man & Beverage & Tobacco | 9,300 | 10,200 | 9,700 | 9,500 | -2.1% | 2.2% |
| Residual-Textile Mills | 2,000 | 2,000 | 2,000 | 2,000 | 0.0% | 0.0% |
| Service Providing | 142,900 | 144,400 | 145,000 | 145,000 | 0.0% | 1.5% |
| Trade, Transportation and Utilities | 34,800 | 34,300 | 35,000 | 35,400 | 1.1% | 1.7% |
| Wholesale Trade | 6,100 | 6,400 | 6,400 | 6,400 | 0.0% | 4.9% |
| Retail Trade | 24,800 | 24,000 | 24,700 | 25,100 | 1.6% | 1.2% |
| Food and Beverage Stores | 6,100 | 6,200 | 6,300 | 6,200 | -1.6% | 1.6% |
| Grocery Stores | 5,400 | 5,400 | 5,500 | 5,400 | -1.8% | 0.0% |
| Residual-Specialty Food Stores | 700 | 800 | 800 | 800 | 0.0% | 14.3% |
| General Merchandise Stores | 3,900 | 3,600 | 3,900 | 4,100 | 5.1% | 5.1% |
| Residual-Miscellaneous Store Retailers | 14,800 | 14,200 | 14,500 | 14,800 | 2.1% | 0.0% |
| Transportation, Warehousing and Utilities | 3,900 | 3,900 | 3,900 | 3,900 | 0.0% | 0.0% |
| Information | 3,800 | 3,800 | 3,900 | 3,900 | 0.0% | 2.6% |
| Financial Activities | 10,200 | 10,200 | 10,100 | 10,100 | 0.0% | -1.0% |
| Finance and Insurance | 7,100 | 7,000 | 6,900 | 6,900 | 0.0% | -2.8% |
| Residual-Other Finance | 4,300 | 4,300 | 4,300 | 4,300 | 0.0% | 0.0% |
| Insurance Carriers and Related | 2,800 | 2,700 | 2,600 | 2,600 | 0.0% | -7.1% |
| Real Estate and Rental and Leasing | 3,100 | 3,200 | 3,200 | 3,200 | 0.0% | 3.2% |
| Professional and Business Services | 19,300 | 19,800 | 19,600 | 19,600 | 0.0% | 1.6% |
| Professional, Scientific and Technical Services | 7,400 | 7,700 | 7,700 | 7,700 | 0.0% | 4.1% |
| Management of Companies and Enterprises | 1,900 | 1,900 | 1,900 | 1,900 | 0.0% | 0.0% |
| Administrative and Support and Waste Services | 10,000 | 10,200 | 10,000 | 10,000 | 0.0% | 0.0% |
| Administrative and Support Services | 9,400 | 9,600 | 9,400 | 9,400 | 0.0% | 0.0% |
| Employment Services | 4,300 | 4,600 | 4,400 | 4,400 | 0.0% | 2.3% |
| Residual-Other Support Services | 5,100 | 5,000 | 5,000 | 5,000 | 0.0% | -2.0% |
| Waste Management and Remediation Services | 600 | 600 | 600 | 600 | 0.0% | 0.0% |
| Educational and Health Services | 22,500 | 22,900 | 22,900 | 22,800 | -0.4% | 1.3% |
| Educational Services | 2,900 | 3,000 | 3,000 | 3,000 | 0.0% | 3.4% |
| Health Care and Social Assistance | 19,600 | 19,900 | 19,900 | 19,800 | -0.5% | 1.0% |
| Health Care | 16,600 | 16,800 | 16,800 | 16,800 | 0.0% | 1.2% |
| Social Assistance | 3,000 | 3,100 | 3,100 | 3,000 | -3.2% | 0.0% |
| Leisure and Hospitality | 19,400 | 20,000 | 19,700 | 19,700 | 0.0% | 1.5% |
| Arts, Entertainment, and Recreation | 3,100 | 3,100 | 3,100 | 3,200 | 3.2% | 3.2% |

Data Not Adjusted for Seasonality

| | Dec 03 | Oct 04 | Nov 04 Revised | Dec 04 Prelim. | Percent Change Month Year | |
|-----------------------------------|--------|--------|-------------------|-------------------|------------------------------|-------|
| Accommodation and Food Service | 16,300 | 16,900 | 16,600 | 16,500 | -0.6% | 1.2% |
| Accommodation | 3,400 | 3,500 | 3,400 | 3,400 | 0.0% | 0.0% |
| Food Services and Drinking Places | 12,900 | 13,400 | 13,200 | 13,100 | -0.8% | 1.6% |
| Other Services | 6,200 | 6,100 | 6,100 | 6,100 | 0.0% | -1.6% |
| Government | 26,700 | 27,300 | 27,700 | 27,400 | -1.1% | 2.6% |
| Federal Government | 1,700 | 1,700 | 1,700 | 1,700 | 0.0% | 0.0% |
| State and Local Government | 25,000 | 25,600 | 26,000 | 25,700 | -1.2% | 2.8% |
| State Government | 5,800 | 5,500 | 5,500 | 5,500 | 0.0% | -5.2% |
| State Government Education | 2,200 | 2,000 | 2,000 | 2,000 | 0.0% | -9.1% |
| Other State Government | 3,600 | 3,500 | 3,500 | 3,500 | 0.0% | -2.8% |
| Local Government | 19,200 | 20,100 | 20,500 | 20,200 | -1.5% | 5.2% |
| Local Government Education | 10,700 | 11,700 | 12,100 | 11,900 | -1.7% | 11.2% |
| County | 4,800 | 4,600 | 4,600 | 4,600 | 0.0% | -4.2% |
| City | 2,500 | 2,500 | 2,500 | 2,400 | -4.0% | -4.0% |
| Other Local Government | 1,200 | 1,300 | 1,300 | 1,300 | 0.0% | 8.3% |

Note 1: Civilian labor force data are by place of residence; include self-employed individuals, unpaid family workers, household domestic workers, & workers on strike.

Note 2: Industry employment is by place of work; excludes self-employed individuals, unpaid family workers, household domestic workers, & workers on strike.

These data are produced by the Labor Market Information Division of the California State Employment Development Department (EDD). Questions should be directed to: Cynthia Solorio-209/941-6550 or Dennis Mullins -707/441-5892

These data, as well as other labor market data, are available via the Internet at <http://www.labormarketinfo.edd.ca.gov/>. If you need assistance, please call (916) 262-2162.

Editor's Note: In February 2003, the Employment Development Department began releasing official estimates of employment by industry using the new North American Industry Classification System (NAICS) rather than the Standard Industry Classification (SIC) system. As a result, some industry titles will be different than those published in past months. In addition, we have adjusted the employment estimates to include updates resulting from our annual benchmark of employment data. As a result, some of the industry titles and numbers may have undergone significant change. Please contact the Labor Market Consultant listed above if you have any questions.

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